Types of Bias

Gender Bias
Having a preference, favoring for or against one gender over another.

Beauty Bias
Associating a person's appearance with their personality; making judgments based on a person's physical appearance.

Affinity Bias
Favoring others who share one's own qualities or qualities of someone you like.

In-group Bias
Responding more positively toward one's own "in-groups" than from "out-groups".

Confirmation Bias
Searching for evidence that backs up one's preconceived opinions or theories; can lead to selective observation or overlooking information that is also relevant.
**Anchoring Bias**
Relying on the first piece of information received about a matter, regardless of its relevance or whether substantive in nature.

**Contrast Effect**
Assessing two or more similar things and comparing them with one another, rather than looking at each component based on its own merit(s).

**Halo Effect**
Relying on a perceived "positive" impression about a person and overlooking other information or aspects.

**Horns Effect**
Relying on a perceived "negative" impression about a person and overlooking other information or aspects.

**Attention Bias**
Focusing on certain information while ignoring other information that is relevant or substantive in nature.

**Affect Bias**
One's emotional state influencing one's decision-making; one's positive or negative feelings may affect one's perception of information or meaning(s).

**Motivation Bias**
Assuming someone's motivation(s) based on their current behavior; a form of emotionally biased reasoning that isn't considering all of the evidence.

**Overconfidence Effect**
Relying on one's subjective confidence in their own judgments rather than considering the objective accuracy of those judgments.
Framing Effect

- Relying on the way information is presented when making judgments or decisions
- Equivalent information can be more or less attractive depending on **how** the information is delivered

Examples:
1. Presenting information through empirical research findings vs. a person’s anecdotal personal experience or opinion
2. Providing feedback in an “angry, raised voice” vs. a “more-balanced emotional posture”

Ambiguity

- Limited or lack of information to base one’s decisions or judgments.

Examples:
1. Evidence may be interpreted multiple ways
2. Gaps in witness statements (e.g. memory gaps, lack of testimony)
3. Unfamiliarity with the subject matter
Conflict of Interest

What is “Serving Impartially” in your Role?

**Impartial**
State of mind or attitude where there is no biased influence, perceived or real

**Independent**
Free from outside influence

**Objective**
Absence from any personal or professional interest that affects a person’s ability to be fair & impartial to all parties involved
What can cause a Conflict of Interest?

- Lack of Independence in your role
- Lack of Objectivity in your analyses
- Lack of Impartiality in your decision-making